

THE CORNELL HOTEL & RESTAURANT ADMINISTRATION QUARTERLY

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A Community Survey of Restaurant Dining Habits, Harry Gildea and David E. Labson. *A market survey made in Brookline, Mass., indicates definite customer habits in dining out.* Pages 15-16, 40.

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Heat Transfer to Food, Prof. C. I. Sayles. *Too little is known about the thermo-physical properties of foodstuff. This article presents compilations of known data.* Pages 25-32.

Make a Human Success of Your Employees' Charitable Campaign, Edward J. Rogers. *Being helpful to others is essential to human fulfillment. The way you conduct charitable campaigns can bring happiness to your employees and better aid a worthwhile cause.* Pages 33-40.

N.Y. Hilton's Data Processing System, Prof. C. I. Sayles. *Basic functioning of the EDP system of a large city hotel.* Page 41.

On Review: Books, Periodicals, Reports. Page 42, 58-62.

Hotels and the Water Crisis, Research Department, Sheraton Corporation of America. *This report presents information about hotel needs, water sources, and water problems.* Pages 43-57.

A Bibliography of Hotel and Restaurant Administration Subjects, Katherine R. Spinney. *A selected list of books, pamphlets and articles published in 1962 periodicals.* Pages 63-111.

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Human Relations

Human Relations in the Restaurant Industry, William Foote Whyte, Ph.D. *Excerpts of an NRA-sponsored study of fifteen years ago are reprinted as applicable to today's problems.* Pages 2-19, 38.

Communications in the Food Service Industry, Thomas Farrell, Ph.D. *This report, underwritten by a grant from the Food Service Industry Research Center at Michigan State University, reports on 1300 customers' feelings about service in hotel dining rooms, coffee shops, and restaurants. Waiters, it is claimed, have the wrong concept about customer service.* Pages 20-28, 45.

You and Your Florist—a Decorating Team, Raymond T. Fox, Ph. D. *Flowers, both real and artificial, can be used to delight the guest and set the keynote for seasonal and special affairs. Details of plant care are included as well as color prints of floral arrangements.* Pages 29-38.

Control in Food Service Operations, Arthur E. Iredell, C.P.A. *Management must carefully supervise three rings of control: purchasing, receiving, and storage; food preparation; and food service.* Pages 39-45.

Improving and Maintaining Efficiency in Institutional Food Service, C. Graham Hurlburt, Jr. *Through analysis of function better controls and employe training systems, Harvard University has held the lid on food service costs.* Pages 47-49.

Food Purchasing at Harvard University, Robert S. Mullen. *A detailed outline of exactly what foods are purchased and how they are obtained.* Pages 49-55.

Profit Sharing, A. Leon Winsor, Ph.D. *A look into what other retail establishments are doing in the way of employe incentives.* Pages 46-61.

Employe Shortages in Hotels and Motels, A. Leon Winsor, Ph.D. *The greatest employe shortages in today's hospitality industry exist in food service and administrative departments. Chefs, cooks, and front office clerks are in short supply.* Pages 62-66.

Opening a New Motor Hotel, Jerome B. Temple. *A blueprint is provided for selecting, hiring, and opening a new motel.* Pages 67-70.

Data Processing for the Small Hotel, Prof. C. I. Sayles. *A major part of the accounting and clerical work of small hotels can be automated by combining in a proper manner typewriters, adding machines, card punches, and card readers. Diagrams and job breakdowns are given.* Pages 71-78.

Applications of EDP to Personnel Administration, John A. Hawley and Edward J. Rogers. *The authors outline tasks that can be performed through electronic data processing.* Pages 79-82.

The Selection, Care, and Laundering of Institutional Textiles, L. A. Bradley, Part I. *Detailed instructions are given for purchasing under the new L24 Standards of ASA.* Pages 83-108.

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World Reports

World Reports—News of the hotel and restaurant industry in Canada, Mexico, Bermuda, Central America, Morocco, Egypt, West Germany, Japan, India, Singapore, Hong Kong, and the Philippines. Pages 2-4, 34-41.

Tested Quantity Food Recipes—*The first in a series of recipes developed and tested by the School of Hotel Administration, Cornell University. Recipes for Hungarian Goulash and Creole Pork Chops are given with four-color reproductions of the food.* Pages 5-7.

Aspects to Consider in Motel Operation, Stephen W. Brener. *There is need for better control forms for absentee ownership. Sale-leaseback provides some financial advantages. Operational problems are discussed by Mr. Brener and Prof. Paul S. Broten.* Pages 8-12.

Measuring Business Profits, Eben S. Reynolds. *A business investment is not profitable unless it has an annual return higher than 5% and the original investment can be fully recovered in a safe period of time. Includes some discussion of leasing.* Pages 13-16.

Front—Management. *How management can make the role of the front office clerk more effective.* Page 17.

Guest Room Furnishings, Charles E. Parks, Karl Steinhauser, and V. J. McInerney. *Trends in furnishings which make a hotel or motel salable have not kept pace with new construction. This article discusses beds, case goods, and new equipment and sets forth price ranges. There is also some discussion of lease arrangements. Illustrated with color plates.* Pages 18-29.

Caribbean Treasure Trove. *A discussion of the volume of the tourist business in the Caribbean area, the visitors, entertainment, hotels, and problems of the hotel operators.* Pages 30-34.

Human Relations in the Restaurant Industry, Part II, William F. Whyte, Ph.D. *This section covers personnel problems in the pantry and with the food checker.* Pages 42-52.

The Selection, Care, and Laundering of Institutional Textiles, Part II, L. A. Bradley. *This section describes the fibers commonly used in institutional textiles, including the many new man-made fibers.* Pages 53-74.

Book Reviews. *A Financial Analysis of the Restaurant Industry. HSMA Hotel/Motel Sales Scrapbook. The Arab Hotel Review. Data Processing Yearbook for 1963-64. The Meat Handbook. Other publications.* Pages 75-76.

The Full House—A Hotel/Motel Promotion Primer, Chapters 1-3, C. DeWitt Coffman. *Included are 1) Analysis of the Sales Problem; 2) Planning a Campaign; and 3) Building a Sales Department.* Page 79 plus 33 more pages.

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